

ADDENDUM TO
February 1957 - Proposal for a Community Survey
in Newark, New Jersey

Submitted to:

Mayor's Commission on Group Relations
City of Newark, N. J.

October 15, 1957

by:

International Research Associates, Inc.
Empire State Building, New York 1, N.Y.

STUDY OUTLINE

Based on the results of the preliminary survey and the ensuing detailed specifications of goals and objectives which you have developed, we have reviewed the INRA proposal submitted to you in February of this year.

While the basic procedures outlined in the earlier proposal continue to provide, in our judgment, the most efficient approach to meaningful data, certain modifications in the proposal are necessary.

1. Six neighborhoods will be intensively studied, instead of the four neighborhoods originally proposed. Two of these will be in basically unchanged sections of the city, two in changing sections, and two in changed neighborhoods.
2. The major modification of the detailed objectives set forth in the February 1957 proposal will be the greater emphasis on neighborhood changes. For example, one of our research objectives will be to determine the flow of population, in terms of their critical characteristics, both into and out of the neighborhoods studied and in Newark as a whole.
 - . . . "What are the migration patterns of the neighborhoods studied? Do those moving out go to other sections in Newark or away from the Newark area completely? What motivates these people to move?"
 - . . . "What are the characteristics of those people moving into the area? From where do they come? What motivated them to move into the area?"
 - . . . "What do the composite of population shifts within each of the neighborhoods, projected forward and analyzed in reference to basic economic and attitudinal data available, tell about the future of Newark?"
3. The focus of the inquiry will be limited to only those content areas which hinge directly on the problems of changing neighborhoods and

the future development of Newark. In effect, the study will consist of three steps:

- (a) Collection of secondary source materials and statistical analysis of existing data: Published sources from studies that may have been conducted by the Board of Education, Chamber of Commerce, real estate boards and other civic groups will be synthesized so as to yield the best possible estimate of the needs, both in absolute and relative terms, of the various communities studied, with particular reference to housing but also with reference to schools, employment and community facilities such as recreational buildings, athletic fields, etc. Also, use will be made of data now being collected in the Newark Realty Reappraisal Survey, especially insofar as these data relate to appraisals and conditions of structures in the neighborhoods to be studied.
- (b) A cross-sectional study of households in each of six neighborhoods: In each neighborhood, personal interviews will be conducted with a minimum of 250 households, making a total of at least 1500 interviews altogether. Probability sampling will be utilized to insure an accurate cross section.
- (c) Personal interviews with a minimum of 50 leaders in the fields of housing, education, employment and civic facilities, in order to give depth and perspective to the cross-sectional survey findings.

- 4. The data will be presented in the most meaningful manner for meeting the needs of your agency, in terms of the objectives of the study. The report will include specific suggestions and recommendations for a continuing education and action program.

- 5) The study will be completed by December 30, 1958 at a cost of \$29,900.

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We would like to stress that the soundness of the results of the survey, and the usefulness of the findings, will be affected basically by the training, experience and competency of the research team. The earlier proposal described the exacting procedures employed by INRA in its pre-testing of instruments, its field controls and the checks used to insure accuracy in coding and analyzing the data.

International Research Associates and its personnel have had extensive experience in the fields of housing and intergroup relations. Attached is a list of recent clients who are familiar with our work in these and related fields.

REFERENCES

Dr. Morton Schussheim, Director of Research
New York State Rent Commission
280 Broadway
New York 7, New York

City Planning Commissioner Lawrence Orton
Municipal Building
New York 7, New York

Dr. John L. Finan, Chief Consultant
Human Resources Research Office
The George Washington University
Washington, D. C.

Dr. Robert Carlson
Standard Oil Company (New Jersey)
30 Rockefeller Plaza
New York 20, New York

Dr. Saul Padover
New School of Social Research
66 West 12th Street
New York, New York

Dr. Alvin C. Eurich, Vice President
Fund for the Advancement of Education
(Ford Foundation)
655 Madison Avenue
New York 21, New York

Miss Erin Hubbert
U. S. Department of State
International Educational Exchange Service
State Annex 5
Washington, D. C.